

**STRATEGIES USED BY SUBTITLER IN *DARK SHADOWS MOVIE* (2012)**



**PUBLICATION ARTICLES**

**Submitted as a Partial Fulfillment of the Requirements**

**for Getting Bachelor Degree of Education in**

**English Department**

**by**

**IKA CAHYANINGTYAS**

**A 320 090 039**

**SCHOOL OF TEACHER TRAINING AND EDUCATION**

**MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

**2013**



**UNIVERSITAS MUHAMMADIYAH SURAKARTA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. A. Yani Tromol Pos I, Pabelan, Kartasura Telp. (0271) 717417, 719483 Fax. 715448 Surakarta

**Surat Persetujuan Artikel Publikasi Ilmiah**

Yang bertanda tangan di bawah ini pembimbing skripsi/tugas akhir:

Nama : Dra. Dwi Haryanti, M. Hum.

NIP/NIK : 477

Nama : Drs.Sigit Haryanto, M.Hum.

NIP/NIK : 567

Telah membaca dan mencermati naskah artikel publikasi ilmiah, yang merupakan ringkasan skripsi/tugas akhir dari mahasiswa:

Nama : Ika Cahyaningtyas

NIM : A. 320 090 039

Program Studi : Bahasa Inggris

Judul Skripsi :

**“STRATEGIES USED BY SUBTITLER IN *DARK SHADOWS* MOVIE (2012)”**

Naskah artikel tersebut, layak dan dapat disetujui untuk dipublikasikan.

Demikian persetujuan dibuat, semoga dapat di pergunakan seperlunya.

Pembimbing I

Dra. Dwi Haryanti, M. Hum.

NIK: 477

Surakarta, 19 Juli 2013

Pembimbing II

Drs.Sigit Haryanto, M.Hum.

NIK: 567

**SURAT PERNYATAAN  
PUBLIKASI KARYA ILMIAH**

Bismillahirrahmanirrohim

Yang bertandatangan dibawah ini, saya :

Nama : IKA CAHYANINGTYAS  
NIM/NIK/NIP : A. 320 090 039  
Fakultas/Jurusan : FKIP / BAHASA INGGRIS  
Jenis : RESEARCH PAPER  
Judu : STRATEGIES USED BY SUBTITLER IN *DARK SHADOWS* MOVIE (2012)

Dengan ini menyatakan bahwa saya menyetujui untuk :

1. Memberikan hak bebas royalti kepada Perpustakaan UMS atas penulisan karya ilmiah saya, demi pengembangan ilmu pengetahuan.
2. Memberikan hak menyimpan, mengalih mediakan / mengalih formatkan, mengelola dalam bentuk pangkalan data (database), mendistribusikannya, serta menampilkannya dalam bentuk softcopy untuk kepentingan akademis kepada Perpustakaan UMS, tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis / pencipta.
3. Bersedia dan menjamin untuk menanggung secara pribadi tanpa melibatkan pihak Perpustakaan UMS, dari semua bentuk tuntutan hukum yang timbul atas pelanggaran hak cipta dalam karya ilmiah ini.

Demikian pernyataan ini saya buat dengan sesungguhnya dan semoga dapat digunakan sebagaimana semestinya.

Surakarta, Juli 2013

Yang menyatakan



IKA CAHYANINGTYAS



**APPROVAL**

**STRATEGIES USED BY SUBTITLER IN DARK SHADOWS MOVIE  
(2012)**

**PUBLICATION ARTICLES**

**Proposed by**

**IKA CAHYANINGTYAS**

**A320090039**

**Approved to be Examined by :**

**First Consultant**

**Second Consultant**

**Dra. Dwi Haryanti, M.Hum  
NIK. 477**

**Drs. Sigit Haryanto M.Hum.  
NIK. 567**



## **STRATEGIES USED BY SUBTITLER IN *DARK SHADOWS* MOVIE (2012)**

Ika Cahyaningtyas

A 320090039

School of Teacher Training and Education

Muhammadiyah University of Surakarta

[Ikacahyaningtyas43@yahoo.com](mailto:Ikacahyaningtyas43@yahoo.com)

### **Abstract**

*This research studies about strategies used by subtitler in Dark Shadows movie. The objectives of the study are to explain the types of subtitle strategy used in its subtitle.*

*This research applies descriptive qualitative research. By applying this method, the researcher uses the subtitle of Dark Shadows movie as the data source, while the data of the research are subtitle strategy. As the comparison, there are also data taken from manuscript in English and Indonesian. The method of collecting data is document, reading the original and the subtitling of the movie. The technique of analysis applied in this study is descriptive analysis.*

*The result of the research shows that there are 805 data of subtitling. From 805 data of subtitling, the researcher finds uses of subtitle strategy: 1) expansion, 2) paraphrase, 3) transfer, (4) imitation, (5) transcription, (6) dislocation, (7) condensation, (8) decimation, (9) deletion, (10) resignation. In subtitling analysis, the researcher finds 9 data or 1,1% belong to expansion strategy, 100 data or 12,4% belong to paraphrase, 401 data or 49,3% belong to transfer, 176 data or 21,9% belong to imitation, 25 data or 3,1% belong to transcription, haven't data belong to dislocation, 57 data or 7,1% belong to condensation, 7 data or 0,9% belong to decimation, haven't data belong to deletion, 30 data or 3,7% belong to resignation.*

*Key words: subtitling. subtitle strategy.*

## **A. INTRODUCTION**

In a program of events associated with English as the film will be associated with translation. For example, in a talk show sometimes people need a translator to interpret conversations that people are easy to understand the meaning. Of interpreting, people also know about subtitling. Subtitling are words that translate what is said in a film or film into different languages and appear in the bottom of the screen (this advanced Learner Oxford Dictionary). Subtiltes can be a form of written translation of the dialogue in the same language, with or without translation strategies information to help viewers who are deaf and hard of hearing to follow the dialogue. According to researchers, subtitling translation is the written text of which is usually used in translating the British Film and typically appear below the screen simultaneously with the dialogue in the source language.

Translation helps people who cannot speak language can understand the message or the meaning of the language. By translation, people who can not speak the language can know the meaning of the language because the function of translation is to change something writter or spoken of the source language into the target language. In addition, translation can be called as one effective way for the readers to undertsand the core of a story easily.

In the area of translation, there are interpreting, dubbing and subtitling. Interpreting and subtitling are a process of translation from spoken language into another spoken, while the process of subtitling is from spoken language into written language. A work which usually uses subtitling is a movie. Because of the differences cultures and language among one country from another countries, for example English and Indonesia, subtitling is important to understand the meaning of movie so the movie viewer can understand the story.

In subtitling, there are at least two different types of language, there are the source language and the target language e.g English language and Indonesian. Sometimes, it is not easy for a subtitler to translate the source

language (SL) into the target language (TL) because he/she has to consider the product of his subtitling.

In this case, the author discusses the previous studies. The first is Windarta (UMS, 2008) who conducted the study entitled *An Analyze of Condensation Strategy in Subtitling of Pirates of the Caribbean: **The Curse of the Black Pearl Film***. She analyzes the subtitling which used condensation strategy. The research shows that the subtitles used condensation strategy in making subtitling, the writer knew the reason of the subtitles used condensation strategy, and some condensation sentences are non equivalence.

The second research was conducted by Astria (UMS, 2008) with her research entitle *An Analysis on Deletion Strategy in Achieving the Equivalence in Subtitling of the Lord of the Rings: the Return of the King Film*. She analysed the subtitling which deletion strategy. The object of the her research is Indonesian simple sentence. The subject of her research is *The Lord of the Rings: the Return of the King Film*. The objectives af study are to discribe the form deletion strategy and to identify the equivalence and non equivalence between SL and the TL in subtitling of *The Lord of the Rings: the Return of the King Film*. The method that used in this research collecting the data and analyze them. In the research finding there are 4 forms of deletion which are used by the subtitler in subtitling. The are word, phrase, clause and sentence. Second, there are 22 subtitling which are readable. Third, there are 21 subtitling which are not equivalence.

The problems in this study are (1) What are the strategies used in the subtitle of *Dark Shadows* movie? (2) How is the equivalent translation of strategies in subltile of the *Dark Shadows* movie?

The objectives of the study are (1) To clasify the strategies used in the subtitle of *Dark Shadows* movie (2) To describe the equivalent translation of strategies in the *Dark Shadows* movie.



## **B. UNDERLYING THEORY**

In this research, the writer needs the theory from the experts related to this research paper that are involves the underlying theory that will be used in analyzing the data. The theories are as follows:

### **a. Translation**

This part explains about theory of translation to support this research. It is such as notion of translation, process of translation and strategies of translation.

#### **1. Notion of Translation**

Catford (1965) assumes another terminology of translation, he states that translation is replacement of textual material in one language by equivalent textual material in another language. In this definition Catford take same term of equivalence with the term of linguist have revealed earlier. Thus, this definition gives a clear indication that equivalence is important in the process of translation. A translation is considered to be a good translation if the meaning has equivalence in the target language.

Nida and Taber (1969) says that “Translation is the general term referring to the transfer of thoughts and ideas from one language (source) to another (target), whether the languages are in written or oral form: whether the languages have established orthographies or do not have such standardization or whether one or both language is based on sign, as with sign languages of the deaf”.

#### **2. Translation Equivalence**

Dynamic equivalence is based on the principle of equivalence effect, i.e. that the relationship between receiver and message should aim at being the same as that between the original receivers and the SL message. Nida in Nord (1997: 5) also explains the dynamic equivalent as:

A translation of dynamic equivalence aims at complete naturalness of expression, and tries to relate the receptor to

modes of behavior relevant within the context of his own culture; it does not insist that he understand the culture patterns of the source language context in order to comprehend the message.

## **b. Subtitling**

Subtitling is the written translation of the spoken language (Source Language) of a television program or film into the language of the viewing audience (the target language) the translated text usually appears in two lines at the foot of the screen (Hassanpour, 2008).

## **c. Subtitle Strategy**

Gotlieb (Ghaemi and Benyamin, 2010) has devised ten strategies that he sees at work in reducing a text to subtitles, and which he classified as; 1) expansion, 2) paraphrase, 3) transfer, 4) imitation, 5) transcription, 6) dislocation, 7) condensation, 8) decimation, 9) deletion, and 10) resignation. (Gotlieb in Ghaemi and Benyamin, 2010).

### **1) Expansion**

Expansion is used when the original text requires an explanation because of some cultural nuance not retrievable in target language (Ghaemi and Benyamin, 2010).

### **2) Paraphrase**

Paraphrase is restored to in case where the phraseology of the original cannot be reconstructed in the same syntactic way in the target language (Ghaemi and Benyamin, 2010).

### **3) Transfer**

Transfer refers to the strategy of translating the source text completely and accurately (Ghaemi and Benyamin, 2010).

### **4) Imitation**

Even maintains the same forms, typically with names of people and places (Ghaemi and Benyamin, 2010).

5) Transcription

Transcription is used in those cases where there is unusual even in the source text, for the example the use of a third language or nonsense language (Ghaemi and Benyamin, 2010).

6) Dislocation

Dislocation is adopted when the original employs some sort of special effect (Ghaemi and Benyamin, 2010) for the example a silly song in a cartoon film, where the translation of the effect is more important than the content.

7) Condensation

Condensation the shortening of the text in the least obtrusive way possible (Ghaemi and Benyamin, 2010). Condensation can omit the pragmatic effect. Therefore, the intention of the original text / the figure should be transferred.

8) Decimation

Decimation is an extreme form of the condensation where, perhaps for reasons of the discourse speed, even potentially important elements are omitted (Ghaemi and Benyamin, 2010).

9) Deletion

Deletion refers to the total elimination of parts of a text (Ghaemi and Benyamin, 2010).

10) Resignation

Resignation, this describes the strategy adopted when no translation solution can be found and meaning is inevitably lost (Ghaemi and Benyamin, 2010).

#### **d. Dark Shadows**

Dark Shadows is a horror comedy movie United States in 2012. The story is based on one of the electronic cinema gothic United States the same title that aired in 1966-1971. The film was released on May 13, 2012



and directed by Tim Burton and starring Johnny Depp, Eva Green and Michelle Pfeiffer.

In the year 1752, Joshua and Naomi Collins, with young son Barnabas, they was came from Liverpool, England to start a new life in America. Finnaly, they was decided to build fishing business in America. Two decades pass and Barnabas has the world at his feet-or at least the town of Collinsport, Maine. The master of Collinwood Manor, Barnabas is rich, powerful and an inveterate playboy until he makes the grave mistake of breaking the heart of Angelique Bouchard. A witch, in every sense of the word, Angelique make into Barnabas to a fate worse than death: turning him into a vampire, and then burying him alive. Two centuries later, Barnabas is inadvertently freed from his tomb and emerges into the very changed world of 1972. He returns to Collinwood Manor to find that his once-grand estate has fallen into ruin. The dysfunctional remnants of the Collins family have fared little better, each harboring their own dark secrets. Then, Angelique meet Barnabas again. She was kept feeling to Barnabas and she want him became partner business. But Barnabas very hate Angelique because she was make him a vampir. Angelique have plan to shatter Barnabas to build again fishing business him. Finnaly they was droped fishing businnes them.

### **C. RESEARCH METHOD**

In doing his research, the writer uses descriptive qualitative research. Qualitative research means any kind of research procedure finding not arrived by means of statistical procedures or other mean of qualification. The writer takes qualitative research because the writer intends to identify the kind and types of subtitle strategy and its subtitles in *Dark Shadows* movie. The object of the research is subtitling in *Dark Shadows* movie. The data is to be script and its subtitle of analyzed in this paper is type of subtitle strategy and their use in subtitling *Dark Shadows* movie. The data source from subtitling of *Dark Shadows* movie and its translation script based on the movie.

The steps of collecting the data are as follows: (1) Watching the movie of *Dark Shadows*, (2) Reading the original and the subtitling of *Dark Shadows* movie, (3) Underlying the strategies from the subtitling of *Dark Shadows* movie, (4) Coding the data into papers. The coding example is (001/DS/SN-115), 001 : The number of the datum, DS : Dark Shadows, SN-115 : Subtitling number 115. The procedure of analyzing data are as follows: (1) Comparing the data which subtitling the *Dark Shadows* script with the *Dark Shadows* movie, (2) Describing the strategies used subtitler in *Dark Shadows* movie, (3) Arranging the subtitling which kind of strategies, (4) Drawing conclusion based on the data analysis of *Dark Shadows* movie subtitle.

#### **D. RESEARCH RESULT AND DISCUSSION**

In this chapter, the writer elaborates the research finding and discussion. The writer finding will elaborate the kinds of subtitle strategy and their use by subtitler in *Dark Shadows* script and the equivalence of subtitle strategy in subtitling *Dark Shadows* movie.

##### **1. The Types of Subtitle Strategy Found in *Dark Shadows* Movie**

Gotlieb (Ghaemi and Benyamin, 2010) has devised ten strategies that he sees at work in reducing a text to subtitles, and which he classified as; 1) expansion, 2) paraphrase, 3) transfer, 4) imitation, 5) transcription, 6) dislocation, 7) condensation, 8) decimation, 9) deletion, and 10) resignation. (Gotlieb in Ghaemi and Benyamin, 2010).

##### **a. Expansion**

Expansion is used when the original text requires an explanation because of some cultural nuance not retrievable in target language (Ghaemi and Benyamin, 2010). The researcher states that from 805 data, there are 9 data or 1,1% belong to expansion strategy.

The linguistic forms found in the subtitles are:

- (073/DS/SN-060)

SL: Sorry I didn't pick you up at the station damn wagon been acting up

TL: Maaf aku tidak menjemput kamu di stasiun, wagon sialan telah bertingkah

The subtitling above is translated by using expansion strategy. It was used when the original text requires an explanation. The source language “wagon” is translated into Indonesian “wagon” that wagon is the meaning of gerbong kereta in Indonesian dictionary. Because of some cultural nuance not retrievable in target language.

#### **b. Paraphrase**

Paraphrase is restored to in case where the phraseology of the original cannot be reconstructed in the same syntactic way in the target language (Ghaemi and Benyamin, 2010). The researcher states that from 805 data, there are 100 data or 12,4% belong to paraphrase. The linguistic forms found in the subtitles are:

- (001/DS/SN-001)

SL: It is said that blood is thicker than water. It is what defined us, bind us, curses us.

TL: Dikatakan bahwa darah lebih kental drpd air. Ini adlh apa yg mendefinisikan kita, mengikat kita, mengutuk kita

The subtitling above is translated by using paraphrase strategy. It was used restore to in case where the phraseology of the original cannot be reconstructed in the same syntactic way in the target language. The source language “It is what defined us, bind us, curses us” is translated into Indonesian “Ini adalah apa yg mendefinisikan kita, mengikat kita, mengutuk kita”. By comparing between source language and target language, it is clearly seen that target language is reconstructed in different syntactic/the subtitler translates by using a possessive pronoun.



### c. Transfer

Transfer refers to the strategy of translating the source text completely and accurately (Ghaemi and Benyamin, 2010). The researcher states that from 805 data, there are 401 data or 49,3% belong to transfer.

The linguistic forms found in the subtitles are:

- (003/DS/SN-003)  
SL: For some learn the mean the life over wealth and privilege for others a life of solitude  
TL: utk beberapa orang banyak yg mengartikan hidup adl kekayaan dan hak istimewa utk org lain hidup adl kesendirian

The subtitling above is translated by using transfer strategy. It is translated completely and accurately. In the source language above, the sentence “for some learn the mean the life over wealth and privilege for others a life of solitude” is translated into Indonesian “untuk beberapa orang banyak yang mengartikan hidup adalah kekayaan dan hak istimewa untuk orang lain hidup adalah kesendirian”. So, this subtitling included transfer strategy.

### d. Imitation

Even maintains the same forms, typically with names of people and places (Ghaemi and Benyamin, 2010). The researcher states that from 805 data, there are 176 data or 21,9% belong to imitation.

The linguistic forms found in the subtitles are:

- (133/DS/SN-115)  
SL: God help me if it another Bone Dry Pop Roasta  
TL: Tuhan tolong aku jika ini selain Tulang Kering Pop Bakar

The subtitling above is translated by using imitation strategy. It is even maintains the same forms, typically with names of people and places. The source language “Bone Dry Pop Roasta” is translated into target language “Tulang Kering Pop Bakar”. This subtitling is wrong, because of the source language refers to place. So, the target language is “Bone Dry Pop Roasta”.

#### **e. Transcription**

Transcription is used in those cases where a them is unusual even in the source text, for the example the use of a third language or nonsense language (Ghaemi and Benyamin, 2010). The researcher states that from 805 data, there are 25 data or 3,1% belong to transcription.

The linguistic forms found in the subtitles are:

- (029/DS/SN-023)  
SL: Blessed upon the satan true name Myvestvuolas  
TL: Diberkati setan dengan nama sejati Myevestovulist

From this subtitling, the word Myvestvuolas is transcription subtitle strategy. The subtitler translate to TL as Myevestovulist. It was used in those cases where a them is unusual even in the source text, because Myevestovulist is use of a third language or nonsense language.

#### **f. Dislocation**

Dislocation is adopted when the original emply some sort of special for effect the example a silly song in a cartoon film, where the translation of the effect is more important than the content. In this subtitling, the researcher can't find kind of this strategy. Because the subtitling have not a silly song.

#### **g. Condensation**

Condensation the shortening of the text in the least obtrusive way possible (Ghaemi and Benyamin, 2010). Condensation can omit the pragmatic effect. Therefore, the intention of the original text / the figure should be transferred. The researcher states that from 805 data, there are 7 data or 0,9% belong to decimation.

The linguistic forms found in the subtitles are:

- (028/DS/SN-022)  
SL: If I saw the characters alone  
TL: Jika aku melihat makhluk

The subtitling above is translated by using condensation strategy. The text is translated by shortening of the text to get target language. The source language “If I saw the characters alone” is translated into Indonesian by shortening “Jika aku melihat makhluk”. This SL to LT has omitted the pragmatic effect. Therefore, the intention of the original text / the figure should be transferred.

**h. Decimation**

Deletion is omission of a lexical item due to grammatical or semantic pattern of the receptor language. Deletion refers to the total elimination of parts of a text. In this subtitling, the researcher can't find kind of this strategy. Because the subtitling haven't the total elimination of parts of a text.

**i. Deletion**

Deletion is omission of a lexical item due to grammatical or semantic pattern of the receptor language. Deletion refers to the total elimination of parts of a text. In this subtitling, the researcher can't find kind of this strategy. Because the subtitling haven't the total elimination of parts of a text.

**j. The Linguistic Form of Resignation Subtitle Strategy in Subtitling *Dark Shadows* Movie.**

Resignation, this describe the strategy adopted when no translation solution can be found and meaning is inevitably lost (Ghaemi and Benyamin, 2010). The researcher states that from 805 data, there are 30 data or 3,7% belong to resignation..

The linguistic forms found in the subtitles are:

- (086/DS/SN-072)  
SL: Must be the important, one from way back  
TL: Seseorang yang berperan penting, jika kembali ke masa lalu

The subtitling above is translated by using resignation strategy. It describes the strategy adopted when no translation solution can be found and meaning is inevitably lost. The source



language “one from way back” is translated into Indonesian “jika kembali ke masa lalu”. By source language and target language, it uses of a third language or nonsense language. So, this subtitling included transcription strategy.

Based on the analysis of the data, the writer finds 750 data or 93,9% data of equivalence subtitling and 55 data or 6,1% data of non equivalence subtitling from 805 data. It can be described as very good subtitling.

## **E. CONCLUSION AND SUGGESTION**

In this chapter, the writer concludes the result of the research. This chapter is divided two parts. They are as follows:

### **1. Conclusion**

Based on the analysis in the previous chapter, the researcher could draw the following conclusion:

- a. There are eight type strategies used in subtitling Dark Shadows movie. They are expansion, paraphrase, transfer, imitation, transcription, condensation, decimation, resignation. From 805 data, there are 9 data or 1,1% belong to expansion strategy, 100 data or 12,4% belong to paraphrase, 401 data or 49,3% belong to transfer, 176 data or 21,9% belong to imitation, 25 data or 3,1% belong to transcription, haven't data belong to dislocation, 57 data or 7,1% belong to condensation, 7 data or 0,9% belong to decimation, haven't data belong to deletion, 30 data or 3,7% belong to resignation.

## 2. Suggestion

Based on the result, the researcher suggest to:

a. The subtitler

For the subtitler, to upgrade the quality of translation result. Subtitler should be exact in choosing of words to translate the meaning in order to get the equivalent meaning between source language and target language.

b. The readers

For the readers, the research hopes this research can be used to add the knowledge about the translation and subtitling.

c. The students

For the students, the research finding can be used as the additional information in studying subtitling, especially type of strategies.

d. The other researchers

The researcher hopes this research can be used as the references for their research.

## F. Bibliography

- Astria. 2008. *An Analysis on Deletion Strategy in Achieving the Equivalence in Subtitling of the Lord of the Rings: the Return of the King Film*. Surakarta: Universitas Muhammadiyah Surakarta.
- Catford, J.C. 1965. *A Linguistic Theory of Translation*. London: Oxford University Press.
- Nida, Eugen A and C.R Taber. 1969. *The Theory and Practice Translation*. Netherland: United Bibles Societies.
- Nord, Christine. 1997. *Translating as a Purposeful Activity*. St. Jerome: Manchester.
- Windarta. 2008. *An Analyze of Condensation Strategy in Subtitling of Pirates of the Caribbean: The Curse of the Black Pearl Film*. Surakarta: Universitas Muhammadiyah Surakarta.

## **VIRTUAL REFERENCE**

Hassanpour, Amir. 2008. Subtitling. <http://www.museum.tv/eotvsection.php?entrycode=subtitling>

Ghaemi, Farid and J. Benyamin. 2010. "Strategies Used in the Translation of Interlingual Subtitling". Journal of English Studies. <http://www.google.com/search?q=Ghaemi+and+Benyamin%2C+2010&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a>